

Luisa Collina, Politecnico di Milano

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Curriculum Vitae

Degree in *Architecture* in 1993, Ph.D. in *Architecture* in 1998 at Politecnico di Milano.
At the present moment she is Full Professor of design at the Design School of Politecnico di Milano.

Her main interests concern strategic design and design driven innovation both at a system level (that means the coordination of product-communication-service and interior design), with a particular focus on the field of interior design (especially in the field of retail and hospitality).
She has co-operated to several researches financed by the Italian Ministry of University and Scientific and Technological Research.

Participation to researches funded by the Italian Ministry of the University and Scientific and Technological Research

_Italian Ministry of the University and Scientific and Technological Research (MIUR 1998-2000)

“SDI – Italian Design System: the role of industrial design for product innovation. Development of design resources of the System-Italy between local resources and global market”. Research awarded with the “Compasso d’oro” Prize.

_Italian Ministry of the University and Scientific and Technological Research (MIUR 2000-2002)

“Design for Districts. Systems of competences and new networks for the competitiveness of Italian Local Manufacturing Systems with a role of national coordination”

_Italian Ministry of the University and Scientific and Technological Research (MIUR 2001 – 2003)

Me.Design: strategies, instruments and operations in industrial design for valorizing and boosting resources in the Mediterranean area from local to global

Participation, as responsible for the research unit of Politecnico di Milano, to researches funded by the Italian Ministry of the University and Scientific and Technological Research

_Italian Ministry of the University and Scientific and Technological Research (MIUR 2005 – 2007)

The China connection. Design as the driving force behind the construction of new development scenarios for Italian companies in the East.

_Italian Ministry of the University and Scientific and Technological Research (PRIN 2010 – 2011)

Post metropolitan territories as emerging urban forms: the challenges of sustainability, livability and governance

The results of her research and didactic activity have been presented through various international conferences and publications, among the others:

_“Clusters: the importance of innovation” as project coordinator of “DxD – Design for local districts” within the “International conference on territorial development”, organized by DATAR and OCSE 28-30 January 2002, Paris;

_“Diseño Industrial en la pequeña y mediana empresa: el modelo italiano”, Hotel Carrera, Santiago, Chile (12.09.2002);

_“The Design wisdom”, 5th European Academy of Design Conference, Barcelona with a paper untitled “Design networks and knowledge management for supporting small and medium enterprises. Cases from Italy” (28-30.04.2003);

_“Milan: living design”, Gadjah Mada University, Yogyakarta, Indonesia. (24.02.2005);

_“Design driven innovation”, IV Forum Internacional de Arquitetura e Construção, San Paolo, Brasile, organized by ANFACER, Associação Nacional dos Fabricantes de Cerâmica para Revestimento (14.03.2006);

_“Design Driven Innovation in Hospitality”
The 2nd China Hospitality Design Forum 2006, Tianlun Dynasty Hotel, Beijing, China, organized by the Interior Design China magazine and supported by the American Society of Interior Designers ASID and by the China Institute of Interior Design CIID (23.06.2006);

_“People and design: design driven innovation for hospitality and entertainment”, Design Environment Seminar, coordinated by Hartmut Esslinger, CEO of Frog Design, Shanghai Exhibition Center, Shanghai Design Bienial, (15.09.2006);

_“Crossing the disciplinary design borders: from Interior Design to Product Service Systems”, DesignED, Hong Kong Design Center, The Hong Kong Polytechnic University School of Design, 10-11.11.2007

_“In which way in EUROPE design research is, or is not, an agent for sustainability?”, Changing the Change, Turin, 10-12-07.2008, Conference organized within Turin World Design Capital

_“New postgraduate educational models between globalization and local culture”, Symposium Convenors and Member of the Symposium Organising Committee, *Researching Design Education*, 1st International Symposium for Design Researchers, CUMULUS Association//DRS SIG on Design Pedagogy, 18th of May 2011, Bourse du Commerce, Paris

Since 2000 she is member of the PhD board in Design of Politecnico di Milano (directed by Ezio Manzini, Giovanni Baule and Francesco Trabucco in the past and by Luca Guerrini nowadays). From 2004 to 2008 she has been elected in the board of directors Politecnico di Milano.

Since academic year 2005/2006, she is study course leader of a new master course of Politecnico di Milano (taught in English) in Product-Service-System Design designed for international students.

Since 2007 she has been elected in the Cumulus Executive Board. Since 2011 she has been nominated as Vice-President of Cumulus International Association.

Since January 2011 she is Rector's delegate for Milan Expo 2015. For the future event of Expo 2015 she is coordinating several projects:

_ "An icon for Expo 2015", a competition between 4 different design teams (Andrea Branzi, Michele De Lucchi, Migliore+Servetto and Park associate) for the design of a temporary pavilion for Expo 2015, January-July 2012;

_ "The Cluster Pavillions for Expo 2015": Politecnico di Milano through nine different teams, in collaboration with 18 different international universities, is in charge for the design and for the artistic supervision of the realization of nine pavilions that will host the invited countries (mainly developing countries) to Milan Expo 2015, July 2012-May 2015;

_ "Expo Village": design of temporary solutions for around 400 flats and their common areas for the hospitality of the delegates and staff members that will live in Milan during Expo 2015, March 2012-May 2015.

As scientific coordinator of the section "Expo 2015. A laboratory for the environment" dedicated to Expo Milan 2015, she has participated to the Italian Pavilion at the Venice Biennale of Architecture 2014, curated by Cino Zucchi.

She has curated "Building the Expo", an exhibition about the self built pavilions of Expo Milan 2015, MADExpo, Milan 18-21 March 2015, Shanghai at Tongji University April-June 2015, Chicago within the Architecture Biennial 13-26 October 2015

From 2012 to 2014 she has been member of the Scientific and Artistic Advisory Board (SAAB) of the School of Arts, Design and Architecture of Aalto University (Helsinki).

Since January 2013 she has been elected as a Member of Board of Directors of Politecnico di Milano.

In January 2013 she has been invited by the Board of Directors of the Portuguese Foundation for Science and Technology (FCT) and its Scientific Councils, to be member of an international panel in charge for the evaluation and selection of the application to a PhD scholarship programme.

She has been reviewer of various international conferences and external evaluator for some professorship positions at Aalto University (in 2011, 2012, 2015), University of Aveiro (2015) and at Honk Kong Polytechnic University (in 2012).

In June 2013 she has been elected as President of Cumulus Association.

Since June 2013 she is member of the Jury of the PEEK Programme, a programme for art based research offered by FWF, the Austrian Science Fund.

She has been member of the scientific board (together with Alessandro Balducci, Stefano Boeri, Federico Bucci and Cino Zucchi) for Mi/Arch – Festival Internazionale di Architettura, Politecnico di Milano, October 2014 and 2015

She has been member of the Jury for the award "Medaglia d'Oro per l'architettura Italiana", Triennale di Milano, 2015

Together with Andrea Branzi, Stefano Micelli, Pierluigi Nicolini and Cino Zucchi she is member of the scientific committee for the XXI Triennale in Milan in 2016.

Selected Publications

Creative Communities and Sustainability

Ezio Manzini, Luisa Collina, Steve Evans (a cura di), *Solution oriented partnership. How to design industrialised sustainable solutions*, Cranfield University 2004

Luisa Collina, Steve Evans, "Introduction to the themes" in Ezio Manzini, Luisa Collina, Steve Evans (a cura di), *Solution oriented partnership. How to design industrialised sustainable solutions*, Cranfield University 2004, pp.13-15

Luisa Collina, "System architecture", in Ezio Manzini, Luisa Collina, Steve Evans (a cura di), *Solution oriented partnership. How to design industrialised sustainable solutions*, Cranfield University 2004, pp.85-86

Steve Evans, Luisa Collina, "Introduction to tools", in Ezio Manzini, Luisa Collina, Steve Evans (a cura di), *Solution oriented partnership. How to design industrialised sustainable solutions*, Cranfield University 2004, pp.58-71

Luisa Collina, "The network of schools. New ways for bottom up design driven innovation", in Anna Meroni (a cura di), *Creative Communities. People inventing sustainable ways of living*, POLIdesign, Milan 2007, 88-87981-89-2, pp. 165-169

Luisa Collina, "Changing the change: an European perspective. In which way in EUROPE design research is, or is not, an agent for sustainability?", in Carla Cipolla, Pier Paolo Peruccio (a cura di), *Changing the Change proceedings*, Allemandi Conference Press, Torino 2008, ISBN 88-422-1670.4, pp. 98-107

Design and Hospitality

Luisa Collina, Luciano Crespi, Fabio Reinhart (a cura di), *Il design dell'ospitalità: la sala delle feste dell'Hotel Hilton di Milano*, POLI.design, Milano, 2002

Luisa Collina, "Architettura e Design nel progetto dell'ospitalità", "Riflessioni sul tema di progetto", in Luisa Collina, Luciano Crespi, Fabio Reinhart (a cura di), *Il design dell'ospitalità: la sala delle feste dell'Hotel Hilton di Milano*, POLI.design, Milano, 2002, pp. 7-17, pp.39-42

Luisa Collina, Giuliano Simonelli (a cura di), *Designing Designers. Designing hospitality: visions, scenarios, systems, services, spaces and products*, POLI.design, Milano 2005

Luisa Collina, Francesco Scullica (a cura di), *Designing Designers. Designing hospitality: visions, scenarios, systems, services, spaces and products*, POLIdesign, Milano 2005

Luisa Collina, Francesco Scullica (a cura di), "Hotel & Design: the role of design in the hotel accomodation system", POLIdesign, Milano 2005, pp.1-6

Luisa Collina, "A welcoming city", in Barbara Golicnik Marusic, Matej Niksic, Lise Coirier, *Human Cities. Celebrating Public Spaces*, pp.26-30, Stichting Kunstboek, April 2010, ISBN 978-90-5856-345-3

Luisa Collina, "Prefazione", pp. 8-9, in Giulia Gerosa, *Contract. Un'opportunità per il design made in Italy*, Maggioli Editore, Rimini 2010, ISBN 978-88-387-4496-3,

Luisa Collina, "i – Suite, un nuovo modello di ospitalità a Rimini", in AAVV, *i – Suite l'hotel che si racconta*, L'Archivoltò, Milano 2010 ISBN 978-88-7685-1872-2, 2010, pp. 8-11

Luisa Collina, "Case history: dal museo all'albergo diffuso, un nuovo modello di ospitalità italiana", in Piergiorgio Mangialardi, *Agriturismo e ospitalità rurale. Come creare valore dal territorio*, Hoepli, Milano 2011, ISBN 978-88-203-4785-7, pp. 178-183

Retail Design and Product Service System Design

Luisa Collina, "Poli.shop, dal Merchandising al Merchandesign", in Luisa Collina, Chiara Colombi, Umberto Tolino, *Merchandesign*, Maggioli, Milano 2008, ISBN 978-88-387-4161-1

Luisa Collina, Laura Pollini (a cura di), *Opening Soon*, Edizioni POLI.design, Fabbrica, Milano, 2009, ISBN 978-88-95651-05-7

Luisa Collina, "707 + 10 progetti per Benetton", in Luisa Collina, Laura Pollini (a cura di), *Opening Soon*, Edizioni POLI.design, Fabbrica, Milano, 2009, pp. 12-23, ISBN 978-88-95651-05-7

Interior Design and Technolgy

Luisa Collina, "Impianti tecnici e design", in Giuliano Dall'O (a cura di), *Gli impianti nell'architettura e nel restauro*, UTET, Torino 2003, pp.203-210

Luisa Collina, "Il design della flessibilità nel progetto dell'abitare" e "Il design della flessibilità nel progetto di sperimentazione", in Daniele Fanzini (a cura di), *Il Progetto nei programmi complessi di intervento*, CLUP, Milano 2004

Luisa Collina, Luciano Crespi, Francesco Scullica, "Nuovi orizzonti tematici", in Adriano Cornoldi (a cura di), *Architettura degli Interni*, Atti del Primo Convegno Nazionale di Architettura degli Interni (Venezia 26 ottobre 2005) IUAV, Il Poligrafo, Padova 2005

Luisa Collina, "Impianti tecnici e design", Luisa Collina e Francesco Scullica, "Architettura e Design per l'ospitalità" e Luisa Collina, "Il design della flessibilità nel progetto dell'abitare" in Luca Guerrini (a cura di), *Antologia del design degli interni*, Franco Angeli, Milano 2005

Luisa Collina, "A story-telling museum I Il museo narrante", in Code, n.1, Spring 2008, pp.16-21

Luisa Collina, Giorgio Dal Fabbro, "Creativi si nasce o si diventa?", in Francesco Scullica, Anne Schoonbrodt (a cura di), *Designing Designers: Offices and workplaces for knowledge workers*, POLIdesign, Milano 2009, 978-88-95651-06-4

Metadesign

Luisa Collina e Giuliano Simonelli, "La dimensione del metaprogetto", in Antonella Penati (a cura di), *Giovane è il design*, POLI.design, Milano 2001, pp.117-125

Luisa Collina, "Per una mappa del metaprogetto", in Alessandro Deserti (a cura di), *Metaprogetto. Riflessioni teoriche ed esperienze didattiche*, POLI.design, Milano 2003, pp.57-76

Luisa Collina, *Design e Metaprogetto. Teorie, strumenti, pratiche*, POLI.design, Milano, 2005

Strategic Design and Design driven Innovation

Luisa Collina, Giuliano Simonelli, "DxD. Design for District", in Stefano Maffei, Giuliano Simonelli, // *design per i Distretti industriali*, POLI.design, Milano 2000, pp.173-187

Flaviano Celaschi, Luisa Collina, Giuliano Simonelli (a cura di), *Design for district. Progetti per un distretto*, POLI.design, Milano, 2001

Flaviano Celaschi, Luisa Collina, Giuliano Simonelli, "DxD Un progetto pilota", in Flaviano Celaschi, Luisa Collina, Giuliano Simonelli (a cura di), *Design for district. Progetti per un distretto*, POLI.design, Milano, 2001, pp.10-21

Luisa Collina, "DxD – Design for District", in *MODO*, n. 210, marzo-aprile 2001, pp.52-55

Luisa Collina, Giuliano Simonelli, "Generating Tools: fighting barriers to innovation", in Stuart MacDonald (a cura di), *Design Issues in Europe Today*, BEDA, 2004, pp.16-17

Designing Designers, Design and Education

Luisa Collina, Giuliano Simonelli (a cura di), *Designing Designers. Training strategies for the third Millennium*, POLI.design, Milano, 2001

Luisa Collina, "The themes of *Designing Designers* 2001 edition", "The relationship between design and local productive systems", in Luisa Collina, Giuliano Simonelli (a cura di), *Designing Designers. Training strategies for the third Millennium*, POLI.design, Milano, 2001, pp. XVI-XXV, pp.95-98

Luisa Collina, Giuliano Simonelli (a cura di), *Designing Designers: Design for a local global world*, POLI.design, Milano 2003

Luisa Collina, "Design for the development of productive systems, local conditions and identities", in Luisa Collina, Giuliano Simonelli (a cura di), *Designing Designers: Design for a local global world*, POLI.design, Milano 2003, pp.3-5

Luisa Collina, Giuliano Simonelli (a cura di), *Designing Designers: Design schools as factories of knowledge. Research through design education*, POLI.design, Milano 2004

Luisa Collina, "Design schools as factories of knowledge", in Giuliano Simonelli (a cura di), *Designing Designers: Design schools as factories of knowledge. Research through design education*, POLI.design, Milano 2004, p.1-7

Luisa Collina (a cura di), *Il corpo delle cose. Workshop progettuale curato da Santiago Miranda*, POLI.design, Milano 2004

Luisa Collina, "Testi che generano progetti", in Luisa Collina (a cura di), *Il corpo delle cose. Workshop progettuale curato da Santiago Miranda*, POLI.design, Milano 2004, pp. 5-6

"Più-Yiù. Chinese Restaurant in Rome", in *Dining Design*, Catalogo della Mostra tenutasi dal 14 al 19.04.04 al Pad. 9 della Fiera di Milano, Cosmit, Milano 2004

Luisa Collina, Francesco Scullica (a cura di), *Designing Designers: Design Evolution by East & West. New ambients, new products, new designers*, POLIdesign, Milano 2006, 88-87981-82-5

Luisa Collina, "Bentornati", in *That's Poli. Polimi at That's Design!*, a cura di Facoltà del design, Dipartimento INDACO, Consorzio POLIdesign, Edizioni POLI.design, aprile 2007, 978-88-87981-91-9, pp.20-23

Luisa Collina, "Italy-China: the experience of teaching", in *The Journal of Design*, Milano, marzo 2008, p.5

Luisa Collina, Francesco Scullica (a cura di), *Designing Designers: Unbranded design for new user expectations*, in *East and West*, POLIdesign, Milano 2007, 978-88-87981-88-9

Luisa Collina, "CROSSING THE DISCIPLINARY DESIGN BORDERS: From Interior Design to Product Service Systems", *Proceedings of the DesignED Conference*, The Hong Kong Polytechnic University, 10-11 November 2007, pp.16

Luisa Collina, "Provocations" in *Thinking into the future*, IFI Roundtable conference, New York City, July 11-12 2007, pp.77-99, ISBN 978-981-08-0406-0

Luisa Collina, "Training Designers of the Future", in *Elisava TdD*, n.26, 2009

Luisa Collina, "New postgraduate educational models between globalization and local culture", *Researching Design Education 1st International Symposium for Design Researchers CUMULUS Association//DRS SIG on Design Pedagogy Paris, France May 18-19, 2011*, pp.156-167

Luisa Collina, "Editoriale", in AAVV, *The international gateway. Projects and partnerships*, Edizioni Olivares, Milano 2010, ISBN 978-88-904223-2-4, pp. 97-99

Expo Milan 2015

Luisa Collina, "Mobile Expo: a temporary pavilion goes on tour", in *Ottagono*, Dic-Gennaio 2013, pages 68-73

Luisa Collina, Valentina Auricchio, Davide Fassi, "Sperimentazioni Progettuali per Expo 2015. Design Experiments for Expo 2015", in *Quaderni / Journal Planning Design Technology. Scienze per l'abitare*, n.1, agosto 2013, ISBN 978-88-89819-50-0, pp.25-32

Francesco Vertunni, "The Cluster pavilions of EXPO 2015", in *Interni*, n.627, December 2012, pages 34-36

Luisa Collina, "The 9 Cluster Pavilions: a contemporary experience of participatory design", in Matteo Vercelloni (a cura di), *Cluster Pavilions. Expo Milano 2015*, Interni, Mondadori, Milano 2014, pp. 10-13, ISBN 978-88-046-4584-9

Luisa Collina, "Expo 2015. Un laboratorio ambientale / Expo 2015. A laboratory for the environment", in Cino Zucchi, Nina Bassoli, *Innesti. Il nuovo come metamorfosi. Grafting. The new as metamorphosis*, Padiglione Italia, 14.Mostra Internazionale di Architettura La Biennale di Venezia, Marsiglio, Venezia 2014, vol. 2, pp.118-128, ISBN 978-88-317-1971-1

Luisa Collina, "Expo Milano 2015", in *Milano. Expo 2015. La città al centro del mondo* in Sandrina Bandera (a cura di), Treccani, Milano 2015

Luisa Collina (a cura di), *Building the Expo*, Domusweb, Milano 2015, Codice EAN 978-88-7212871-8

Luisa Collina, Matteo Scagnol, "The ingredients of Expo in Milano", in Luisa Collina (edited by), *Building the Expo*, Domusweb, Milano 2015, pp. 10-21, Codice EAN 978-88-7212871-8

Luisa Collina, Matteo Scagnol, "What is a universal exhibition made of?", in *Time+Architecture*, n.3, May 2015, Shanghai China 2015, pp. 26-31